

There's nothing newer in the world!

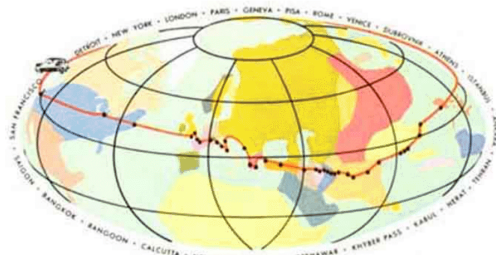


1958 FORD FAIRLANE *and* FAIRLANE 500

San Francisco - London - Bangkok - Calcutta - New Delhi - London

1960 Ford Mustang

Colonial White and Torch Red



Never in the long and spectacular history of the American automobile industry has a new car faced the pre-announcement challenge that was put to the 1958 Ford . . . a road test around the entire world!

When this grueling round-the-world test was over, the '58 Ford had *proved* itself as had no other car in the long history of automobiles. And now this same Ford beauty, brawn, power and economy can be *yours* in every 1958 Ford Fairlane or Fairlane 500.

Wonder of wonders, all this can be yours at low Ford prices.
Truly, there is nothing newer in the world!

Presenting the FAIRLANE 500 Series



Ford presents the all-new Interceptor V-8 engine with Precision Fuel Induction

*So alive it makes horsepower figures meaningless!
So efficient it gets more out of gasoline than ever before!
So smooth . . . so quiet . . . you'll hardly know it's there!*

As the trail-blazing Fairlane 500 circled the globe, mountain passes, wheel-gripping desert roads, blistering heat and clammy cold proved without doubt that the Ford Interceptor V-8 is the finest engine in its class!

The fuel and air mixture flows more freely, more precisely from the carburetor through a new direct intake manifold to deliver the most uniformly powerful charge possible to each combustion chamber. Wedge-shape combustion chambers are machined to keep volume equal, extract the full power potential from every molecule of fuel. Self-adjusting, hydraulic valve lifters make possible new quietness and prolong valve life. Also, relocation of valve ports helps prevent "hot spots" that cause warping.

The new Interceptor V-8 delivers its maximum wheel-turning power not at racing speeds, but at ordinary, everyday driving speeds. You get greater agility with greater economy, too.

After assembly, each Interceptor V-8 is electronically balanced while running under its own power. You get an engine that is the full equivalent in smoothness and quietness of the most expensive engines built . . . and you get it at a low Ford price!

FAIRLANE 500 *Skyliner*

Presenting the 1958 Skyliner, a still newer, more glamorous version of the miracle car of our generation. Top up, the distinguished Skyliner is a weather-snug, 6-passenger, steel hardtop . . . a truly beautiful example of Ford's new '58 styling. Touch the magic control and the steel roof vanishes into the rear deck to leave you sitting proudly in the most dashing convertible under the sun. Under the hood you get Ford's most spirited Interceptor V-8's—either the 265-hp 332 Special or the 300-hp 352 Special . . . and dual exhausts. If you choose to own only the best, you'll certainly choose the Skyliner as *your* car.



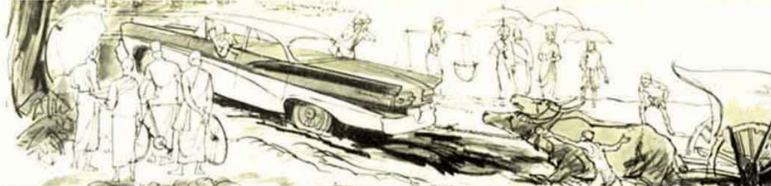
*Touch a button and this
Skyliner removes its own steel
top in less than a minute.*



All new for '58, Ford's elegant, color-keyed Luxury Lounge interiors are shown in all their splendor in the Skyliner.



Fairlane 500 Skyliner shown in Colonial White and Gulfstream Blue



New Interceptor V-8's with Precision Fuel Induction

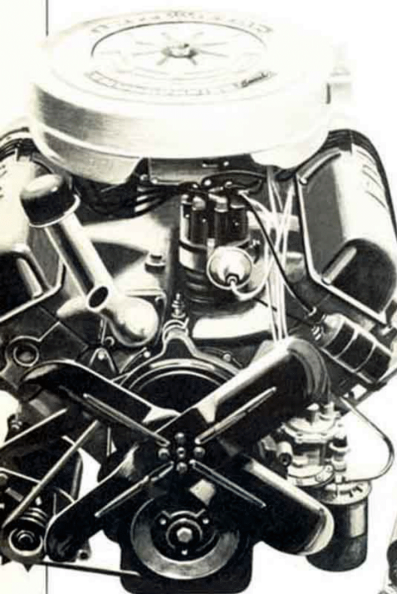
The most important V-8 engine improvement in 25 years!

For 1958, Ford brings you an entirely new series of the most modern "8's" in the world—The Ford Interceptor V-8.

This most rigid V-8 ever brings you a totally new engine featuring Precision Fuel Induction. It's a new direct fuel-feeding system in which the fuel-air mixture is zoomed *directly* through 8 expressways from carburetor to cylinder heads. The result is far greater power, smoother performance and better operating economy!

These Interceptors feature machined wedge-shape combustion chambers to polish off every bit of power from every molecule of fuel . . . larger displacements . . . higher compression ratios . . . greater horsepower . . . higher torque and more compact design. They have self-adjusting, hydraulic valve lifters for quieter engine operation . . . longer valve life.

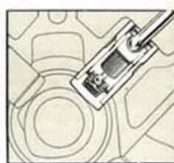
All-new 265-hp Interceptor 332 Special V-8 with 4-barrel carburetor is the standard V-8 in Fairlane 500 models . . . optional in Fairlane models. It delivers maximum performance from regular gasoline. From its rigid, deep-block design to its rim-bolted valve-rocker covers, every feature contributes to smoother, quieter operation and greater over-all durability.



All-new 300-hp Interceptor 352 Special V-8 engine with 4-barrel carburetor is the finest ever produced by Ford, world's most experienced builders of V-8's. It delivers its maximum thrust at normal everyday driving speeds. No other engine in its class gives more smoothness or greater economy. An optional engine with Fairlane 500 models.



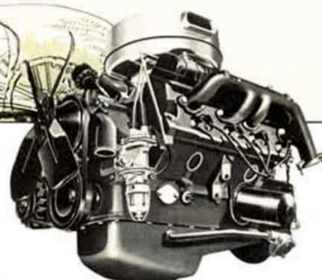
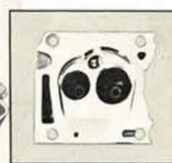
How Precision Fuel Induction works is shown here. Fuel-air mixture zooms directly and more uniformly through 8 expressways from carburetor to combustion chambers. Freer breathing means more power, smoother performance and more "go" on less gas.



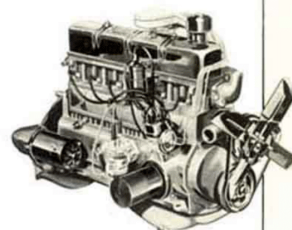
Hydraulic valve lifters are self-adjusting for zero lash in all Interceptor V-8 engines for 1958. This gives you not only the smoothest but also the *quietest* of engines. And because the valve lifters adjust automatically, there's no need to set tappet clearances during engine



tune-up. In addition, new wedge-shape combustion chambers (right) have machined surfaces so that volume is equalized for more uniform power output from each cylinder. The result—more efficient combustion . . . greater economy . . . smoother power.



Ford 292 V-8 with 205 hp features new higher-velocity carburetion that gives greater gas-saving efficiency on regular fuel. It has new positive engine ventilation system . . . plus Ford's famous deep-block, overhead-valve design. Optional on Fairlane models.



Ford's 145-hp Mileage Maker Six is the most economical, most modern "six" in America today. The Ford Six delivered more actual miles per gallon than any engine in the latest Mobilgas Economy Run. And now new timing and carburetion advances give up to 10% more fuel economy using regular gasoline. Available in all models except Skyliner.



All Ford V-8 engines are electronically balanced while running under their own power before being mounted in the car. With vibration damped out, they run far smoother and last far longer.

FAIRLANE 500 *Town Victoria*

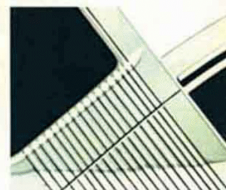
So low . . . so lively . . . and OH, so *lovely* . . . here's the beauty queen of the hardtops! The luxuriousness of the Fairlane 500 Town Victoria's appointments and riding comfort are in a class once reserved for the highest-priced cars alone. With its wide-open Victoria look, 4-door convenience and spacious interiors, this car is a standing invitation to families and friends to go places and do things. And go it will, with the smooth, spirited action of its ultra-modern Interceptor V-8. You'll ride in the most silent, solid comfort imaginable, thanks to the shock-absorbing design and enormous strength of the new "Inner Ford" that lies beneath the stunning beauty of every Ford for '58.

Lovely to look at, easy to live with. These sparkling Luxury Lounge interiors are tailored from handsome fabrics in an attractive array of colors. Beauty surrounds you in the '58 Ford!



A crown of stainless steel circles the windshield with its smart Swept-Back Pillars.

Sculptured metal panel brightens the gracefully contoured corner where top meets body.



Fairlane 500 Town Victoria shown above in Colonial White and Sun Gold

IT TURNED A SEA OF SAND INTO A SUPERHIGHWAY!

New Cruise-O-Matic Drive with "built-in" overdrive economy is the newest, thriftiest, most versatile automatic transmission going

The shifting sands of the Iranian deserts have a way of blotting out roads. But the pioneering Ford Fairlane 500 with its Cruise-O-Matic Drive forged ahead easily . . . making its own roads where there were none. It turned searing sands into a modern highway!

This new Cruise-O-Matic Drive brings you all the smoothness and quietness of a torque converter,

blended with the efficiency of planetary gears. Just set it in the new "D1" position and you'll discover how responsive, how solid-feeling a start can be. There's never any hesitation . . . never any "glue-pot" sensation.

And with Cruise-O-Matic, the rear axle ratio is almost the same as that of a Ford with Overdrive transmission. In effect, all of the savings and smooth, quiet performance of an Overdrive transmission are "built in"!

Once you try Cruise-O-Matic Drive, we believe you'll agree . . . there's nothing newer in the world!



New Cruise-O-Matic Drive gives you the right GO for every driving range. "D1" lets you start in low for smooth, full-power get-aways. "D2" starts in intermediate for gentle, sure-footed acceleration on ice or gravel. It is available with Interceptor Special V-8's.



Overdrive is a combination of standard 3-speed transmission and an automatic 4th gear. It lets the engine loaf while the car is traveling at normal touring speeds, saves gallons of gas on long trips!



New Fordomatic Drive is improved to give smoother than ever downshifting from direct to intermediate. It features three forward gears that let you start normally or extra fast as you wish. It is available with both V-8 and Mileage Maker Six engines.



Conventional Drive gives you the easiest manual shifting there is. Gear ratios are tailored to each engine for top performance and economy.



Choose from 4 Great Engines . . . 4 Terrific Transmissions

ENGINE	TRANSMISSION	MODELS
145-hp Mileage Maker Six	3-speed, Overdrive or Fordomatic	Fairlane and Fairlane 500 except Skyliner
205-hp Ford 292 V-8	3-speed, Overdrive or Fordomatic	Fairlane
265-hp Interceptor 332 Special V-8	3-speed, Overdrive, Fordomatic or Cruise-O-Matic	Fairlane and Fairlane 500
300-hp Interceptor 352 Special V-8	3-speed, Overdrive, Fordomatic or Cruise-O-Matic	Fairlane 500

"No ship of the desert" ever sailed the sands sweeter than our Ford with Cruise-O-Matic Drive.
—Sophia-Drav



FAIRLANE 500 Club Victoria

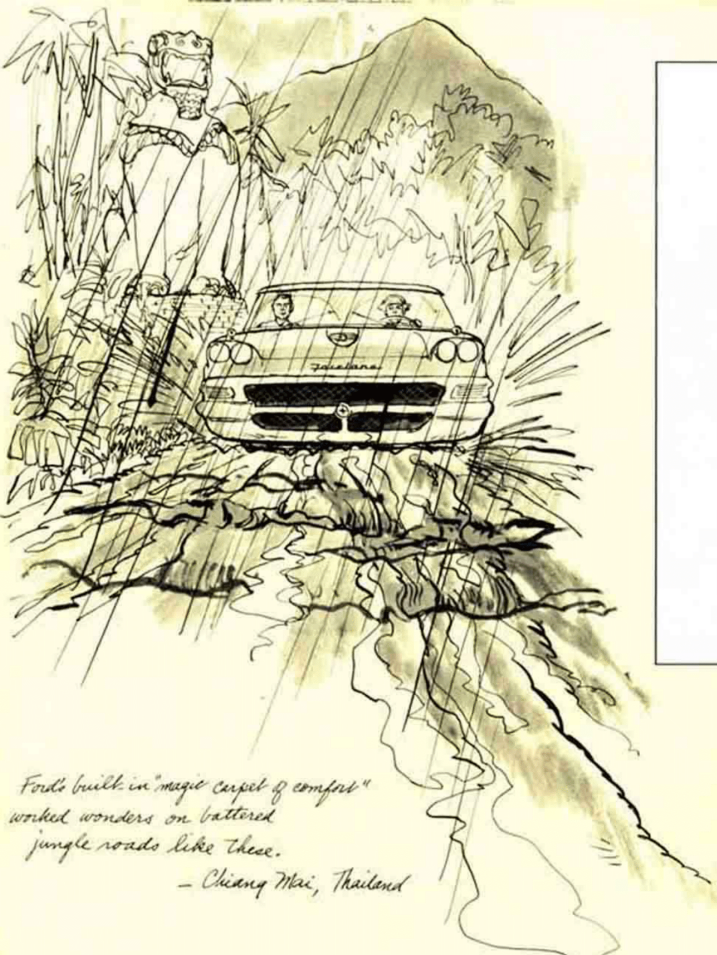
An impulsive "WOW!" describes the way most people feel when they first see this dashing member of the Ford Victoria family. The poised-for-flight thrust of its side trim, the flowing sweep of its canted tail fins, give exciting promise of the mighty Interceptor V-8 power beneath its long, low hood. The completely new and distinctive Safety-Twin taillights are as functional as they are beautiful, and harmonize perfectly with the new Safety-Twin headlights. Another design innovation is the new deeply sculptured rear deck that complements the new Power-Flow hood.



New comfort-contoured seats bring living-room luxury to the longest trips. Front seat easily adjusts to 11 positions with standard 2-way . . . or 77 positions with new, manually operated 4-way Posture Control, optional at slight extra cost.



Fairlane 500 Club Victoria shown above in Seagreen and Silverline Green.



How bumps in Bangkok lost their bounce

The roughest going can't make a dent in the solid, silent comfort of the '58 Ford. There's nothing like it in the whole ride world!

Constant joggling, swaying, bouncing and vibration can take the fun out of any trip. But the '58 Ford laid such a thick carpet of comfort over the roughest Asiatic roads, that its drivers reached Bangkok refreshed and relaxed . . . enjoyed the stately Buddhist temples, hardly noticing the rough cobbled streets.

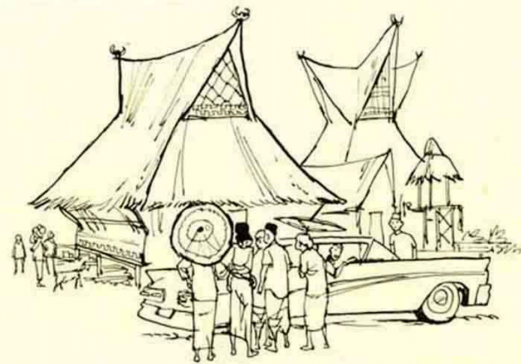
Ford comfort starts with the frame itself. Its wide-base design lowers the center of gravity for greater stability . . . seats passengers safer, within the protection of the massive frame rails.

Ford's Ball-Joint front suspension rides easier than ever with new, longer-lasting Ford-designed bushings on the upper control arms. Angle-Poised coil springs and swept-back control arms "roll with the punch" of a mean bump. The Even-Keel rear suspension combines softer action with level ride-control. Silent-Grip body mounts soak up chassis shock.

And for the *ultimate* in riding comfort, the new '58 Ford offers you the latest type air suspension—*Ford-Aire Suspension*. It's like riding on a cloud! Try it and you'll agree . . . there's nothing newer in the world.



Ford's built-in "magic carpet of comfort" worked wonders on battered jungle roads like these.
— Chiang Mai, Thailand



FAIRLANE 500 *Sunliner*

America's all-time favorite convertible . . . the one and only Ford Sunliner . . . more lovely—with '58 Ford Styling—and more *lively* than ever. It's an open invitation to fun in the sun. The top nests smoothly into the rear deck. And if the clouds darken, the roof can be raised in seconds to speed you on your way in weatherproof comfort. The new Sunliner rides sedan-silent on a brawny, full-cradle frame made still more rigid by a hefty X-member. And with new front and rear suspension, the going's always great, in *any* kind of going.



New Power-Flow hood ornament symbolizes the styling of the '58 Ford, sets it apart from other cars!

New Safety-Twin headlights make night driving safer than ever before.



Inside beauty matches outside glamour in more ways than one. Whatever colors you choose, Ford blends them into a subtle scheme that delights the eye and makes you proud to be a Ford owner. Even the textured floor mats harmonize with the trim and fabric colors to welcome you into the lap of fine-car luxury. It's easy as pie to keep this beauty bright as new.



Fairlane 500 Sunliner shown above in Colonial White and Torch Red

A TRUE AIR RIDE with new Ford-Aire Suspension!

Leveling valve at rear axle operates automatically to maintain constant height at rear of car. Now, a trunk full of luggage no longer leaves you riding front-end high, rear-end low.

Air cylinders at each rear wheel replace conventional steel springs. Your ride is softer, quieter, more comfortable.

Air compressor, driven by engine, supplies air at a pressure of 300 pounds per square inch to operate new Ford-Aire Suspension.

Air reserve tank provides a reservoir of high pressure air to keep the system operative whether engine is running or not.

Leveling valves, one at each front wheel, operate automatically to keep car's front-end height constant regardless of amount or location of load.

Door switches at all doors operate leveling valves whenever a door is opened. Car returns to level instantly when passengers get in or out.

Air cylinders at each front wheel replace coil springs. You literally ride on air—and what a difference it makes. It's like riding on a cloud!

Now you can literally ride on air . . . and what a world of difference it makes!

Four nylon-rubber air cylinders replace front coil springs and rear leaf springs. An engine-driven compressor and a reserve tank provide ample air pressure supply. Operation of the system is completely automatic.

Air cushioning action is uniform under

all road and load conditions. A two-speed, self-leveling system automatically levels the car regardless of weight or location of load.

Ford-Aire Suspension is available at extra cost in all Fairlane and Fairlane 500 models with Interceptor V-8 engine and automatic transmission. It gives you a level, luxurious air-ride unsurpassed by even the highest-priced cars!

Levels in seconds when you open door!



Load the luggage compartment to the hilt or pile in the passengers. But the instant you open a door, Ford-Aire Suspension's fast-

leveling action automatically expands the rugged nylon-rubber air cylinders . . . returns the car to level in seconds.

Rounds curves with minimum swing or sway!



The automatic balancing action of new Ford-Aire Suspension gives excellent roll control while cornering. You get sure handling around curves with almost no swing or sway.

Riding on Ford-Aire Suspension is like riding on a cloud!

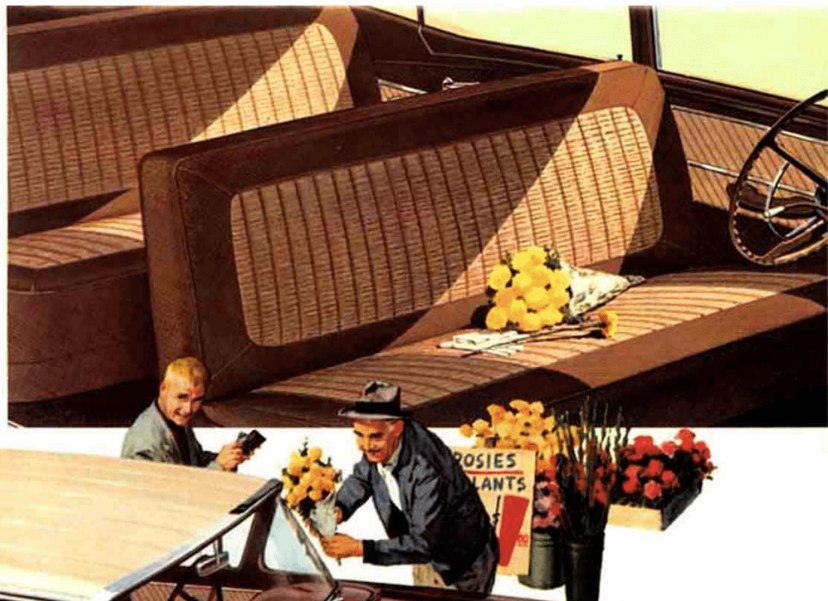
Smothers bumps on a cushion of compressed air!

Ford-Aire Suspension soaks up road shocks before they reach you (see actual test photo above). You get the restful, luxurious comfort once associated only with the heaviest, costliest cars. You get the same smooth, air-soft ride driving by yourself on a bumpy road or cruising

down an expressway with six passengers aboard. This is possible because the automatic slow-leveling action compensates for changes in load and ride conditions while the car is in motion! Riding on Ford-Aire Suspension is like riding on a cloud!

FAIRLANE 500 Town Sedan

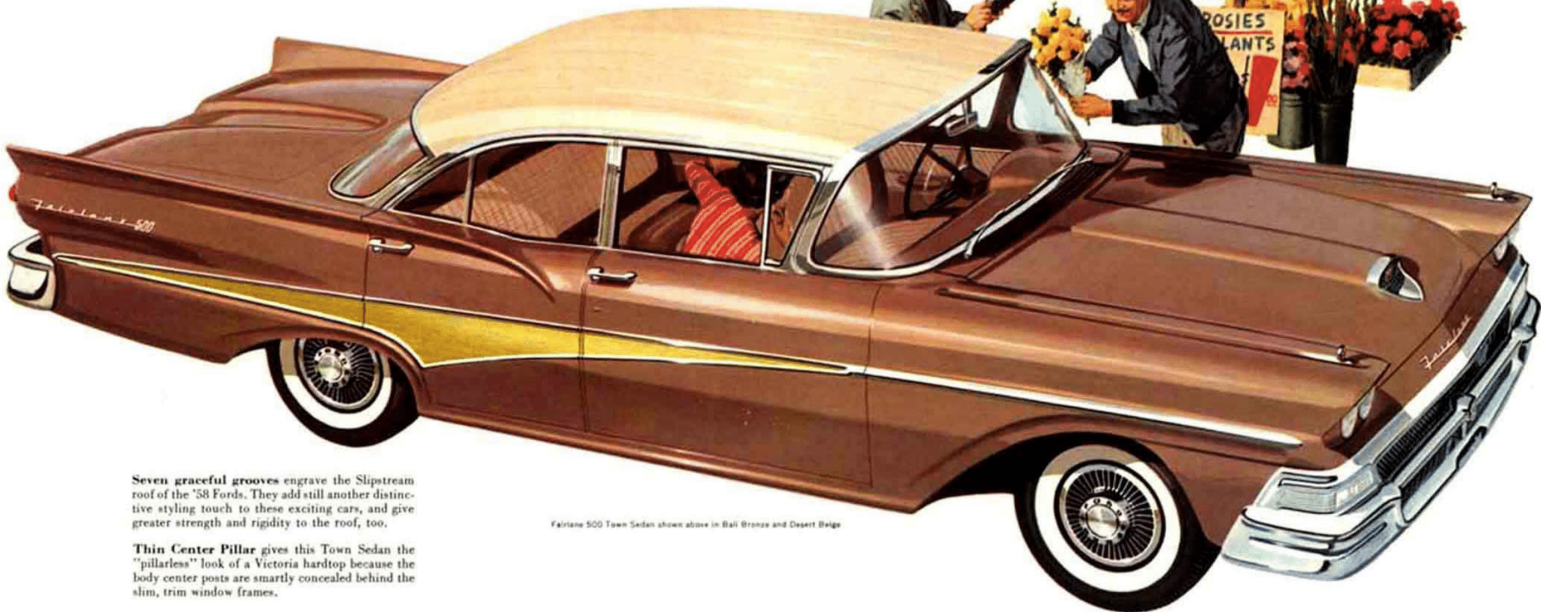
This solid, silent 4-door sedan sits firmly in a fine-car class all its own. Boasting a startlingly low, road-hugging silhouette, it's also built for graceful entries, easy exits. Its handsome thin-pillar, "hardtop" styling is as practical as it is beautiful. Inside, entirely new color-keyed Luxury Lounge interiors (right) with nylon upholstery in exclusive Damask and Shadow-Block patterns, and Luxury-Loom carpets are even more beautiful. They give you living-room luxury—on wheels. No wonder Paris was impressed.



Seven graceful grooves engrave the Slipstream roof of the '58 Fords. They add still another distinctive styling touch to these exciting cars, and give greater strength and rigidity to the roof, too.

Thin Center Pillar gives this Town Sedan the "pillarless" look of a Victoria hardtop because the body center posts are smartly concealed behind the slim, trim window frames.

Fairlane 500 Town Sedan shown above in Ball Bronze and Desert Beige



New Magic-Circle Steering

Light as a feather to your touch!

The countless switchback turns of the steep Himalayan roads often twist a frightening 180° . . . make a stern test of car and driver with no mistakes allowed. Yet the driver who wheeled the flying Fairlane 500 over the Khyber Pass and into Pakistan said, "That run took less effort than a Sunday afternoon drive at home. And talk about precision, the new Ford's got it in spades!"

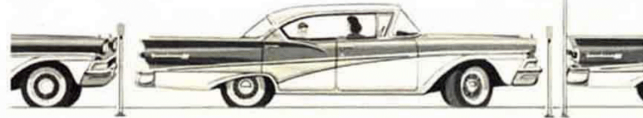
It's practically friction-free!

Nothing rolls like a ball, and that's the secret of the new Ford's handling ease. The free-moving steel balls in the new Magic-Circle Steering mechanism are practically friction-free, operate far more easily than the standard meshed gear teeth. Magic-Circle Steering is the nearest thing to power steering. It makes parking a pleasure . . . turns traffic into child's play—and keeps its easy-going ways far longer, too.

Free-moving steel balls, carrying a specially designed nut, replace the standard worm gear in new Ford Magic-Circle Steering. These practically friction-free balls, together with anti-friction bearings on steering shaft, provide significantly easier, smoother steering.



Team new Magic-Circle Steering with optional Master-Guide power steering, that does up to 75% of the steering for you—and you have the ultimate in easy handling and precise control. This combination makes all driving a breeze, makes even tight parking almost effort-free. Yet you pay no more than Ford's traditionally low prices.



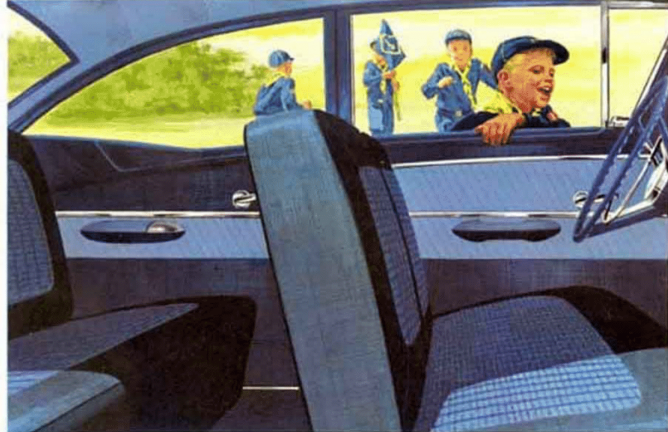
The Khyber Pass—miles of rock-rubbed hairpin curves. Talk about easy steering—the Ford sure had it—and were we grateful!



FAIRLANE 500 Club Sedan

Boldly modern in every way, this dashing 2-door sedan cheerfully doubles as a strictly sensible family car. Plenty of room for six. Plenty of room for a long vacation's load of luggage. The new Safety-Twin headlights give the whole car that years-ahead look . . . and help you drive in greater safety, too. The new Honeycombed grille is another master styling stroke from Ford. Made of long-lasting, clear-anodized aluminum, its "suspended circle" design is unique. The all-new, one-piece front bumper gives massive protection to the front and sides. Both the graceful grille guard and the smart Fashion-Ray wheel covers are standard on all Fairlane 500 models.

Front seat cushions are foam-rubber padded for still more comfort and luxury. Front seats are anchored firmly to the chassis for added safety. All Ford seats are designed to keep their comfort-contoured lines.



Exciting, all-new Safety-Twin Taillights match the new Safety-Twin Headlights in styling and practicality.

The door handles boast Ford's new flowing lines. They're double-anchored for extra strength.



Fairlane 500 Club Sedan shown above in Colonial White and Silverstone Blue

COLOR SELECTIONS

matched to your
personal taste and preference

For 1958, the thirteen exterior Fairlane and Fairlane 500 colors follow a theme of rich beauty. There's more sparkle to their high-lustre finish and a wider variety of exciting new metallics. Style Tone treatments, including Two Tone on Fairlane 500, let you join your favorite shades in their most tasteful combination.

Soft-hued interior trim and upholstery fabrics are skillfully keyed to your choice of exterior colors. The resulting harmony is worthy of the finest interior decorator working in the finest of homes.

Handsome Safety-Curved instrument panel (right) has new soft-textured, silver-satin finish trim. Self-regulating electric clock is standard on Fairlane 500 models; optional on Fairlanes.



Fairlane Club Victoria shown above in Raven Black and Sun Gold

Presenting the FAIRLANE Series ... four dramatically new fine cars from Ford

The brilliant Fairlanes are striking proof that there's nothing newer in the world than the 1958 Ford.

They offer the luxury and comfort of their dashing sister series, the Fairlane 500's. They share the 58 Ford Styling of the Honeycombed grille, Power-Flow hood, Slipstream roof and sculptured rear deck. To this they add a beautiful touch all their own . . . the graceful chrome ellipse that sweeps back from the headlights. Performance is breathtaking, economy is surprising with the great new 265-hp Interceptor 332 Special V-8 engine.

Handling is razor keen with new ball-type Magic-Circle steering—the next best thing to power steering!

In the new Fairlane Series you'll find a two-door and a four-door Victoria in Ford's famous pillarless style. Or you can choose a two-door or four-door sedan . . . both cleverly designed to give the graceful, open look of a real Victoria hardtop.

And remarkable as it may seem, the new Fairlanes with all their solid, fine-car value are surprisingly low priced!

Beneath the beauty lies the brawn of a new INNER FORD

Front pillars sweep back for wide-angle vision through wrap-around full-Vision windshield

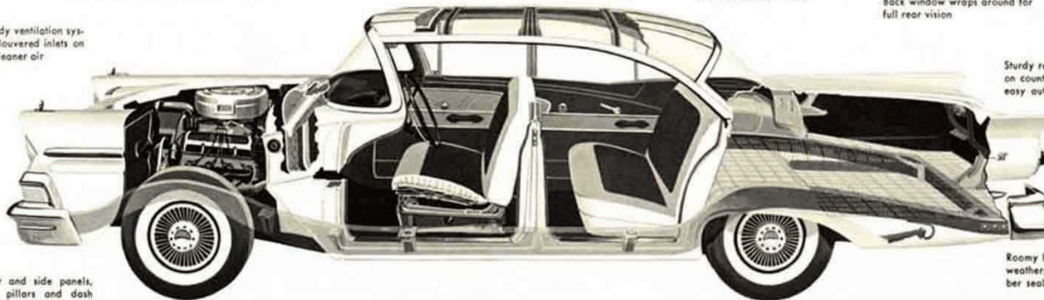
All window areas have been specially designed for Full-Circle visibility

This Center Pillar is extra strong—concealed behind window frames to give the look of a hardtop

Five all-steel, channel-section cross braces run full width of roof, are solidly attached to roof rails on both sides

Back window wraps around for full rear vision

High-level body ventilation system employs louvered inlets on cowl top for cleaner air



Sturdy rear deck lid is mounted on counterbalancing hinges for easy automatic operation

Cowl upper and side panels, front door pillars and dash panel are integrated into a strong, rigid unit

Foam-rubber padded front seat is scientifically contoured over non-sag springs

Special safety seat anchorage locks front seat directly to frame

Specially contoured, double-ribbed floor pan has five sturdy reinforcing cross members welded to bottom surface

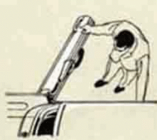
Body area behind rear seat has the greatest strength and rigidity ever built into a Ford

Domed, ribbed-steel wheel-housings supply solid foundation for roof rails and deck lid hinges

Roomy luggage compartment is weatherproofed by special rubber seals around openings



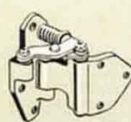
New front-hinged hood is spring-counterbalanced, has inner and outer panels welded into single unit for greatest strength.



Sturdy offset door hinges permit front doors to be opened wider so you can get in and out easily.



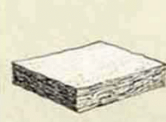
2-stage door check holds the big front doors conveniently open at two points—two thirds or all the way.



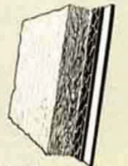
Automatic Doorman hinges take over when rear doors are half-open . . . help swing doors full-open or full-closed.



Double-Grip door locks rotate rather than slide into engagement for effortless ease of operation in all weather.



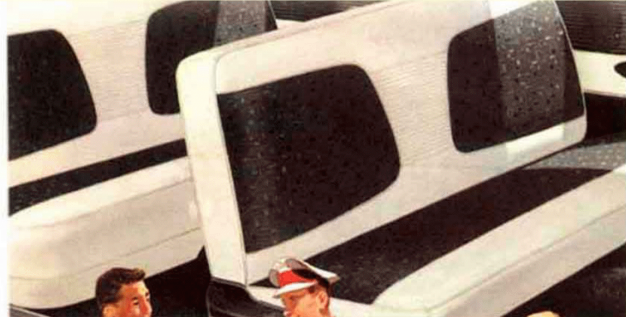
Roof insulation is a full half inch of fibrous sound-absorption material—far more than other cars in Ford's field.



Dash insulation consists of glass fibre, asphalt-impregnated felt and finish board—an inch thick.

FAIRLANE *Town Victoria*

If you like luxury, you'll love this big, beautiful Fairlane Town Victoria. With its wonderful "wide-open" hardtop styling and the convenience of four wide-opening doors, it's a handsome compliment to the fine taste and good judgment of its owner. It's lean, low and lovely to look at . . . and with a new Interceptor Special V-8 under the hood, it's packed with GO!



New ash trays are bin type. Conveniently located on instrument panel and in front seat-back, they're easier than ever to use.





Rugged Strength . . . built on a solid foundation

Ford's chassis for 1958 is the huskiest and safest ever designed for a Ford car. It's contoured a full foot wider midway to extend outside the passenger seating area . . . gives extra protection in the event of side impact. Five sturdy cross members provide greater strength and rigidity, too. That's why Ford can bring you a more stable riding platform . . . a low, sleek silhouette . . . while actually

increasing passenger safety. The ride is quieter, too, because Ford's Silent Grip body mounts soak up the shock where frame meets body. You'll find, also, the Ford brakes are husky, king-size and double-sealed. They feature Ford's fixed-anchor design that requires only one simple adjustment. All these features, of course, were proved in Ford's "Round-The-World" trip.

Safety-Twin Headlights . . . the new look in night driving



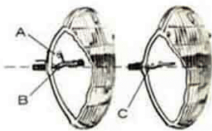
DRIVING
In high beam, all four lights are lit . . . with inner lights providing highest intensity.



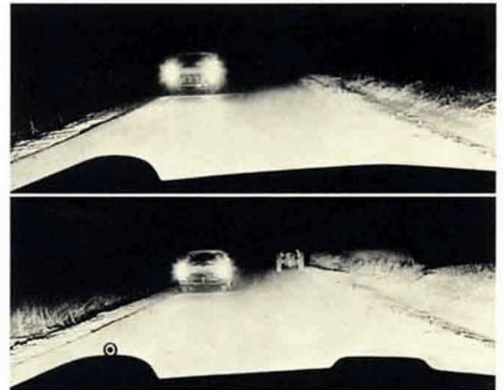
PASSING
You get the low or passing beam from outer headlights. Inner lights are off.

For the finest lighting under all driving conditions, you actually need two separate sets of headlights—one best for passing, one best for driving.

With Ford's new Safety-Twin Headlighting system you have such specialization. The result is a 25% wattage increase in low beam . . . a 50% increase in the upper beam.



A. Filaments for low beam are ideally located at focal center of reflector in outer lights. B. Outer lights have off-center filaments to help driving beam. C. Inner lights supply most of driving light with filaments ideally located at focal center of reflector.



You can see the difference. With the old passing beam (top photo), you see no danger ahead at this critical distance. With the new twin headlighting (bottom), your lower beam lights a tractor in your path.

FAIRLANE *Club Victoria*

Here you see to perfection the highlights of Ford's fresh, new styling for the Fairlane Series . . . the Power-Flow hood, the Safety-Twin headlights, the Honeycombed grille, the graceful and tasteful chrome ellipse that sweeps back along the body from the headlights. Just look at it sitting there, panther-trim and rarin' to take you where the fun is. And getting there is a treat all its own with the silent comfort and precise driving control of the rock-solid "Inner Ford."



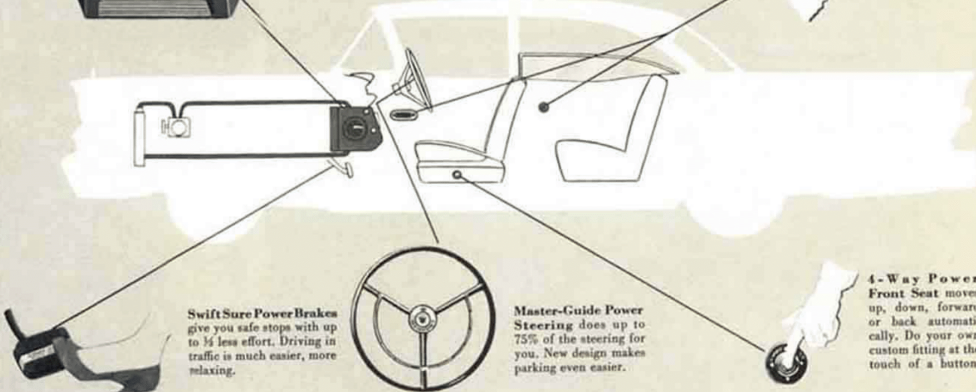
New rectangular parking lights poised over the new massive, one-piece bumper and sparkling grille guard are just another Fairlane high-style touch. And for extra dash, beautiful bright-metal Fashion-Ray wheel covers are optional at modest extra cost on Fairlanes.

Fairlane Club Victoria shown above in Silverstone Blue and Azure Blue



PolarAire Conditioner provides convenient, low-cost air conditioning. Simple controls make it easy to choose whatever cooling temperature you desire no matter how hot the weather.

Power-Lift Windows are controlled by individual buttons at windows . . . and central control panel on driver's door.



Swift Sure Power Brakes give you safe stops with up to $\frac{1}{4}$ less effort. Driving in traffic is much easier, more relaxing.

Master-Guide Power Steering does up to 75% of the steering for you. New design makes parking even easier.

4-Way Power Front Seat moves up, down, forward or back automatically. Do your own custom fitting at the touch of a button.

Wishing makes it so . . . with Ford Power Assists

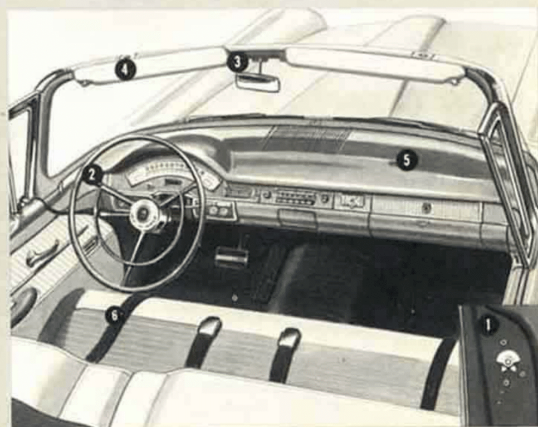
At least that's the way you'll feel with power to help you steer, stop, adjust the seat and raise and lower windows!

Now you can have all of these fine-car luxuries at the low Ford price. And you can rule the weather, too, with Ford's PolarAire or SelectAire Conditioners —both include tinted glass for all windows; are available in any model equipped with V-8 engine. Fun's automatic in the '58 Ford.

SAFETY

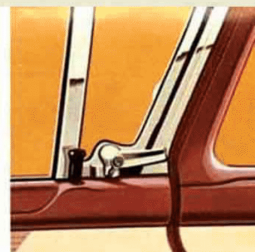
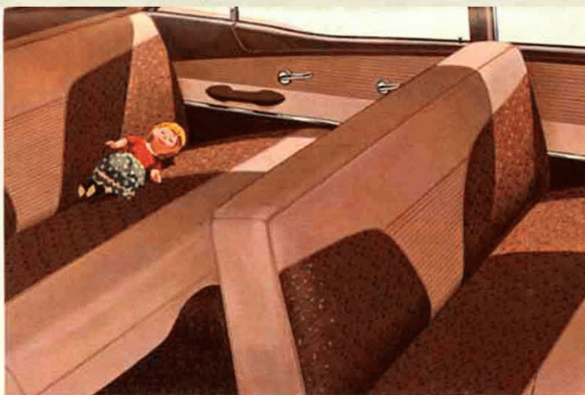
1. Proven Lifeguard door locks give added protection against doors springing open upon impact, resist pulling forces up to 2,600 lbs. 2. Lifeguard deep-center steering wheel protects driver from the steering post. 3. Lifeguard safety-swivel rearview mirror swings away if struck. 4. New double-anchored Lifeguard front seats are full-cushioned with super shock-absorbing material.* 5. Lifeguard cushioning is also available for instrument panel.* Control knobs are deeply recessed for still more safety. 6. Safety belts keep you in your seat in case of impact.*

*worthwhile protection—at very modest extra cost

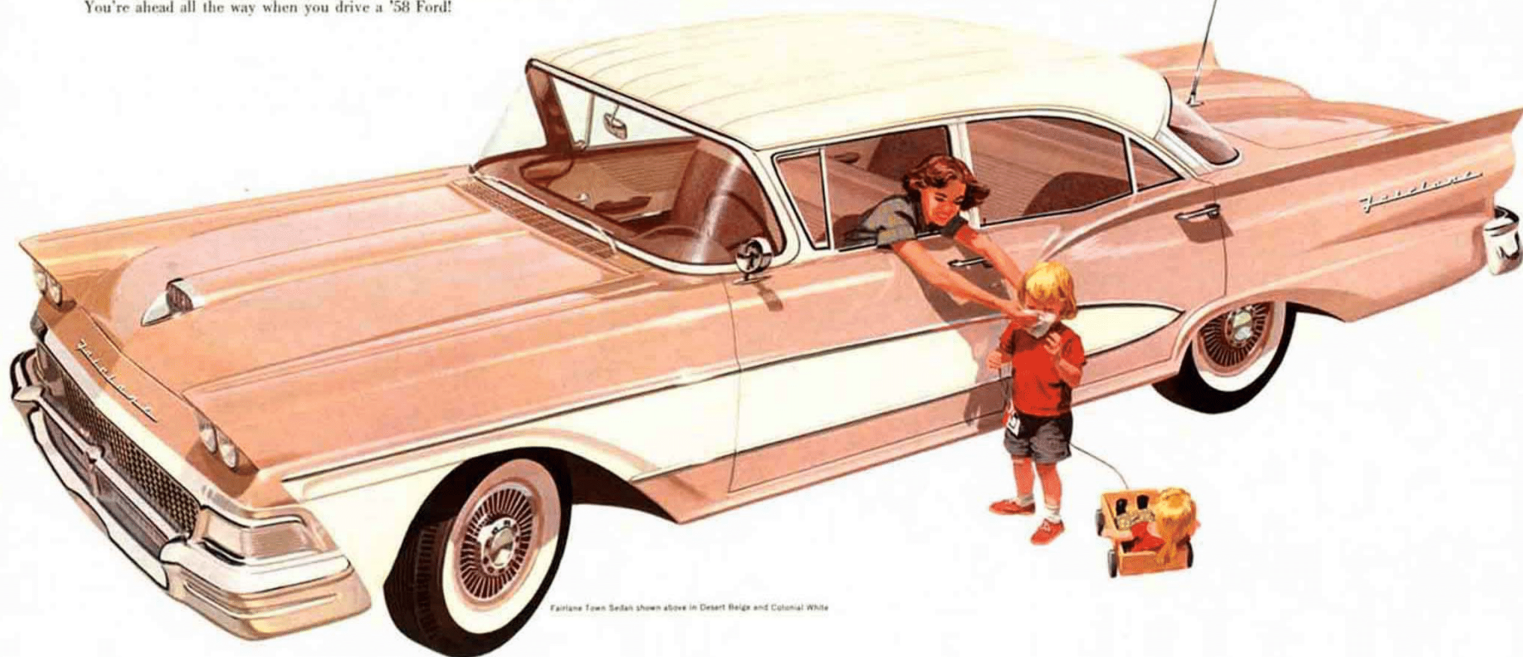


FAIRLANE *Town Sedan*

You step up to the fine-car class when you step into this handsome 4-door sedan . . . yet you pay no more than traditionally low Ford prices. It has the graceful look of a trim Victoria because the slim, steel center posts are smartly concealed behind the window frames. And see how you can practically "customize" your Fairlane with matching Style Tone color combinations, including your choice of color-keyed Vinyl-Tex floor covering (standard) or Luxury Loom carpets (optional at extra cost). The classic "flutes" in the steel roof add a crowning touch of advanced design. You're ahead all the way when you drive a '58 Ford!



Inside door lock button is up front and close at hand for easier locking and unlocking. Triangle vent window tailored to the dashing slant of the Swept-Back front pillar, has positive-action latch at bottom.



Fairlane Town Sedan shown above in Desert Reign and Colonial White

GENUINE FORD ACCESSORIES FOR 1958

Rear Seat Speaker has extra sound quality that will remind you of high fidelity. Even when riding in noisy traffic, rear seat passengers hear radio programs clearly.

Aquomatic Windshield Washer-Wiper sprays two jets of water each time you press washer foot-pedal. Wipers go into action automatically. Release pedal and wipers automatically stop.

Deluxe Rear Deck Antenna adds to your Ford's distinctive appearance. Streamlined and plastic-trimmed, it is engineered for excellent reception.

Adjust-O-Ring Mirror gives you a wide range of adjustment. Its clear-view mirror and ring visor provide protection against rain, snow and mud.

Gunsight Front Fender Ornament is unmistakably different. It symbolizes the ultra-smart styling that has captured the imagination of the whole wide world.

Fashion-Ray Wheel Covers of bright-metal add so much to the good appearance of your new Ford. They're standard on Fairlane 500 models; optional on Fairlanes.

Rocker Panel Trim of easy-to-clean stainless steel makes your Ford look even longer and lower. And it protects the lower body edge against stone nicks.

Fender Shields will help your '58 Ford to look longer, lower and livelier than ever. Made of steel, they can be painted to match your car's finish.

Backup Lights are new rectangular shape and built right into the car. They flood the area behind the car with twin beams of light when car is in reverse.

Sport Spare Wheel Carrier gives your new Ford that "Continental" flair for greater distinction. It adds about 10 inches to your car's length, and leaves more luggage space inside the trunk.

Exhaust Deflectors, bumper-mounted, give a bright note of style. Chrome-plated, they help guard against gases clouding your rear bumper and paint.

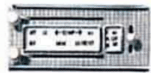
OTHER FINE FORD ACCESSORIES AT YOUR FORD DEALER'S



Signal-Seek Radio* automatically tunes in station in either direction of the dial. Town button (T) tunes local stations. Country button (C) gives broad coverage. *Transistor-Powered



Console Range Radio is transistor-powered for '58, yet is still moderately priced. Automatic push-button tuning gives you a choice of any five pre-selected stations you wish.



MagicAir System brings you heating, ventilating and defrosting all in one! Four big defroster nozzles give even heat distribution, effective windshield defrosting.



Self-Regulating Electric Clock resumes itself automatically each time you set it! Has illuminated dial. Optional on Fairlane models; standard equipment on Fairlane 500's.



PolarAir Conditioner offers you cool, cool comfort at surprisingly low cost. Its "on-off" magnetic clutch controls car temperature automatically (on V-8's only).



SelectAir Conditioner features larger compressor and new strategic placement of air registers. You get refrigerated cooling, ventilating, heating, and defrosting in one compact unit (on V-8's only).



Visored Full-View Mirror lets you drive more safely under all kinds of driving conditions. The new rearview mirror has ball joint for wide adjustment.



Inside Non-Glare Mirror turns off blinding glare from headlights behind you with a flick of your finger. Just press tab and glare is deflected away.



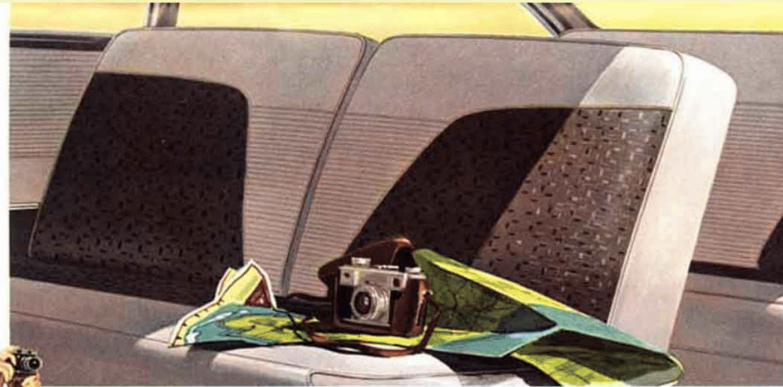
Visored Spotlight Mirror gives night-and-day convenience. And the hooded feature makes each effective in all weather. Adjusts easily from inside the car.

- ANTENNA, FENDER-MOUNTED
- CAR MATS, CONTOUR, FRONT OR REAR
- CAR MAT, TWIN CONTOUR, FRONT ONLY (one piece)
- CHROME HEADLIGHT TRIM
- EXHAUST DEFLECTORS (delta wing)
- FORD SEAT BELTS
- FULL-VIEW MIRROR
- HEATER, RECIRCULATING AND DEFROSTER
- LIFEGUARD JR. REAR DOOR LOCKS
- LOCKING GAS CAP
- SEAT COVERS
- TISSUE DISPENSER
- VENTILATED SEAT CUSHIONS

FAIRLANE Club Sedan

You'll love the lively life you'll lead in this sleek 2-door sedan with "hardtop" styling. Makes you proud just to have it parked in front of the house. And of course it's at home *anywhere*, as a fine car should be. It loves road work. Sits on the freeways rock-steady. Takes to winding back roads like a duck takes to water. Sails over bumps as if the word didn't exist. It's over 17 solid feet of magnificent motorcar that looks, drives and rides like a million, yet its cost is smack in the low-price field.

Pop! Up goes the counterbalanced deck lid, and there lies a regular cavern waiting for your luggage. Whether you're packing for a day at the beach or a month in the country, you can keep the seats reserved for passengers only.



Fairlane Club Sedan shown above in Raven Black and Torch Red

FEATURE FACTS . . .

Exteriors: Gleaming, durable, baked-on body enamels in exciting new colors are available. 11 colors may be selected in Single Color exteriors, 13 in stunning new Style Tone combinations (or also in conventional Two Tone with Fairlane 500's).

The basic colors are: Azure Blue, Silvertone Blue, Silvertone Green, Seaspray Green, Palomino Tan, Raven Black, Torch Red, Bali Bronze, Desert Beige, Gunmetal Gray, Sun Gold, Gulfstream Blue or Colonial White.

Interiors: A rich variety of woven, textured nylon fabrics and leather-grained vinyl provide choices of truly luxurious upholstery selections in exclusive Random-Block, Damask, Shadow-Block and Royal Scot Tweed patterns. Floor covering in Fairlane models and the Sunliner is color-keyed Vinyl-Tex, which looks like carpeting, wears like vinyl. Other Fairlane 500 models have color-coordinated deep-loop Luxury-Loom carpets (also optional in Fairlane models).

See the complete array of colors and fabric selections at your Ford Dealer's.

Engines: 145-hp Mileage Maker Six—223-cu. in. displacement; 3.62" bore x 3.60" stroke; 8.6 to 1 compression ratio; regular fuel; manual choke. (For all models except Skyliner.)

205-hp Ford 292 V-8 (optional for Fairlane models)—292-cu. in. displacement; 3.75" bore x 3.30" stroke; 9.1 to 1 compression ratio; regular fuel. Low-silhouette 2-venturi carburetor, automatic choke, Y-type single exhaust.

New 265-hp Interceptor 332 Special V-8 (optional all models)—332-cu. in. displacement; 4.00" bore x 3.30" stroke; 9.5 to 1 compression ratio; regular fuel. Low-silhouette 4-venturi carburetor, automatic choke, Y-type single exhaust (dual exhausts on Fairlanes, Skyliner and Sunliner).

New 300-hp Interceptor 352 Special V-8 (optional for Fairlane 500 models)—352-cu. in. displacement; 4.00" bore x 3.50" stroke; 10.2 to 1 compression ratio; premium fuel. Low-silhouette 4-venturi carburetor, automatic choke, dual exhausts.

Engine Features: For greater economy and longer life, all Ford engines have Short Stroke, low-friction design, with Deep-Block construction; intake and exhaust valves are free-turning, overhead type; Super-Filter air cleaner has reusable paper element; lubrication is full-pressure

type with Full-Flow disposable-type oil filter; 12-volt electrical system gives better starting ability; turbo-action 18-mm. spark plugs are designed for increased gas mileage; V-8 engines are electronically balanced while operating under own power, to provide optimum smoothness. All Interceptor V-8's feature self-adjusting, hydraulic valve lifters for quietness and Precision Fuel Induction for superior performance and economy.

Fordomatic Drive: Features smooth-acting torque converter combined with automatic gear train. Three forward gears, one reverse. Water-cooled with V-8's, air-cooled with Six. For convenience, all 3 forward gears are available with selector lever in drive "D" position.

Cruise-O-Matic Drive: A brand-new automatic transmission with all the advantages of Fordomatic plus an additional Drive selection which permits low-gear starts in "D1" range for full-power getaways and intermediate-gear starts in "D2" range for sure-footed acceleration, coupled with a 2.69 to 1 rear axle ratio for fuel economy. With Interceptor Special V-8's only.

Wide-Contoured Frame: Strong, stiff, box-section frame. Skyliner and Sunliner have 4 cross members plus X-member, others have 3 cross members. Side rails extend outside passenger area, for better foot room and increased side protection. Silent-Grip body mounting system.

Suspension: 4-Way Swept-Back ball-joint front suspension has new, threaded, permanently lubricated bushings in upper control arms for softer, easier ride. Rubber-bushed ride stabilizer controls roll on turns. Even-Keel rear springs provide softer action, variable rate with tension-type shackles and wind-up control rubber bumpers over springs. Viscous-control shock absorbers, front and rear, give optimum ride control.

Ford-Aire Suspension: Provides the utmost in smooth, soft-riding characteristics regardless of load or road conditions. Engine-driven compressor furnishes air to reservoir tank which feeds to individual nylon-rubber "pillows" at each wheel. Automatic leveling valves regulate air pressure to maintain constant car height regardless of weight or load position. Optional with Interceptor V-8's and automatic transmissions.

Rear Axle: Husky, low-slung hypoid, semi-floating, with special Deep-Offset straddle-mounted pinion, permits lower car level without sacrifice of inside room.

Torque-Tailored Axle Ratios (to 1): Skyliner: Conventional Drive or Overdrive—3.70. Fordomatic Drive—3.10 with 332 Special V-8, 2.91 with 352 Special V-8. Cruise-O-Matic—2.69. Other Models: Conventional Drive—3.70 with Six, 3.56 with V-8's. Overdrive: 3.70 with Six or 292 V-8, 3.56 with Special V-8's. Fordomatic Drive: 3.56 with Six, 3.10 with 292 V-8, 2.91 with Special V-8's. Cruise-O-Matic Drive—2.69 with Special V-8's.

Steering: New Magic-Circle recirculating-ball type steering gear provides less friction, easier steering. 27 to 1 over-all steering ratio. 17½", 3-spoke, deep-dish Lifeguard steering wheel. Approximately 40-ft. turning diameter.

Brakes: Giant-Grip double-sealed self-energizing hydraulic brakes have suspended pedal, dash-mounted master cylinder. Drum diameter is 11". Lining area is 180 sq. in. (191 sq. in. on Skyliner). Optional Swift Sure power brakes have special low pedal and power reservoir tank.

Tires: 4-ply black tubeless on safety-type rims, standard on all models. Skyliner—8.00 x 14 on 5½" rims. Sunliner with V-8 and automatic transmission—8.00 x 14 on 5" rims. All others—7.50 x 14 on 5" rims.

Dimensions: 118" wheelbase; 59.0" front, 56.4" rear tread. Over-all length, 207.0" (Skyliner 211.0"). Height (maximum with design load), 56.2" for Victorias and Sedans, 56.5" for Sunliner, 56.3" for Skyliner. Maximum over-all width, 78".

Other Available Equipment: Lifeguard padded instrument panel and cushioned sun visors. Ford seat belts. Manually operated 4-way front seat. 4-Way Power front seat. Swift Sure power brakes. Master-Guide power steering. Power-Lift windows. I-Rest tinted safety glass. Overdrive, Fordomatic, Cruise-O-Matic. Air Conditioners: SelectAire or PolarAire, including tinted glass (V-8's only). White sidewall tires. Special fuel and vacuum pump unit for positive-action windshield wipers.

Prices: All Power Assists and Accessories as well as some of the items illustrated or referred to in this catalog are at extra cost. For the price of the model with the equipment you desire, see your Ford Dealer.

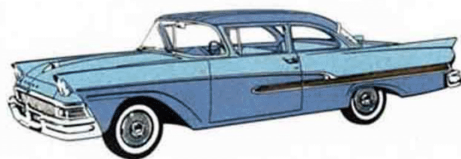
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Set your family 2-FORD FREE

Over 430,000 American families find it wonderfully convenient and entirely practical to own two Fords. So will you. Suppose Father wants to take the kids out to the farm while Mother has some shop-

ping that *must* be done in town. He can "taxi" the whole gang in the low-cost Ranch Wagon. She can drive off to town free as a breeze in the beautiful Fairlane Club Sedan.

See which of the handsome new '58 Ford models below might be the best second car for *your* family. Remember, you can own two fine Fords for the price of one so-called "fine car"!



CUSTOM 300 TUDOR SEDAN



9-PASSENGER COUNTRY SQUIRE



DEL RIO RANCH WAGON



CUSTOM 300 FORDOR SEDAN



9-PASSENGER COUNTRY SEDAN



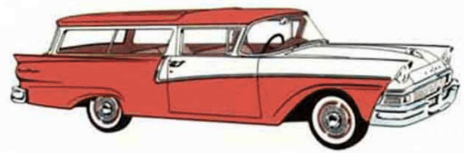
FORDOR RANCH WAGON



CUSTOM 300 BUSINESS SEDAN



6-PASSENGER COUNTRY SEDAN



RANCH WAGON

There's nothing newer in the world!



Proved and
approved around
the world

